Exhibit 17

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Winter Fancy Food Show Report 2006

Soccer Theme Creates Record Traffic in the German Pavilion at the 2006 Winter Fancy Food Show

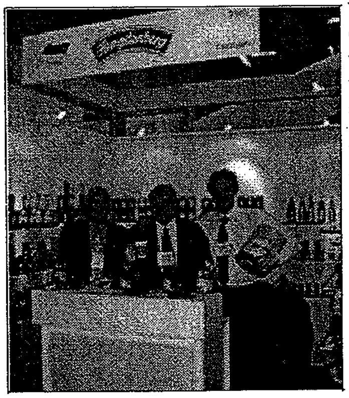
*To contact exhibitors at the show, **click here***

As the host of the 2006 Soccer World Championships, Germany is certainly in the limelight this year. This was more than evident by the record number of visitors to the German Pavilion at the 2006 Winter Fancy Food Show in San Francisco this past January.

A unique soccer wall created a lot of attention particularly with the presence of Stan Lembryk, former star player with the New York Metrostars soccer team. Stan encouraged curious attendees to try their luck at scoring a "goal" by kicking a soccer ball into the holes in the wall in order to win one of several prizes. Building on the excitement created by the soccer wall, CMA offered attendees a chance to win a trip to Germany with a special surprise included! Postcards were mailed to over 5,000 Winter Fancy Food Show Attendees in advance of the show inviting them to participate in the various marketing activities thus adding to the extremely high traffic a the Pavilion. Similar marketing activities are planned for the Summer Fancy Food in July.

Of the eleven German exhibitors, three were exhibiting for the first time including Fond O'Foods, a new company created by Birgit Bernhard, former director of Champignon USA, who presented a line of high quality cheeses and breads from Germany.

Inter Snack presented Germany's favorite peanut snack known as Erdnussflipps and everyone's all time favorite red pepper potato chips. Also on the shelf of the Inter Snack booth - Maxi Mix, a pretzel mix that is Inter Snack's best selling item in the USA.

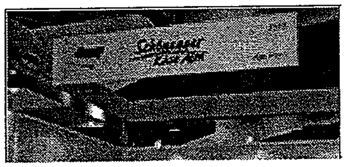


There to present Germany's favorite vegetable- *Sauerkraut* - was **Hengstenberg,** introducing new snack varieties of its pickles and new sauerkraut flavors such as sweet and sour or zesty and spicy.

What Starbucks is to US consumers, Tchibo is to German coffee fans. **Tchibo** is the fifth largest seller of coffee in the world and its products are imported into the US by **Euro Direct** who presented a variety of whole bean and ground Tchibo coffees from Kenya, Colombia and Brazil. Tchibo has dropped the brick format of its coffees, which now come in convenient soft bags. The newly designed bags will hit the American retail shelves in April 2006

Euro Direct also presented the new whole grain cookies from Bahlsen and everyone's all time favorite the traditional and fruity Messino biscuit.

There to present a selection of German cheeses was **Käserei Champignon.** Their new product the *Dorblu,* a mild blue cheese that has a silky flavor and a pleasant aftertaste was very well received by the visitors as well as by retail buyers.



Attending the Winter Fancy Food Show for the first time was the German Cheese producer **Schönegger Käse Alm** from Bavaria. They presented two cheeses.

The Dark Beer Cheese - a semi hard cheese with small holes and ripened in fine King Ludwig Dark Beer to give it its hearty taste and

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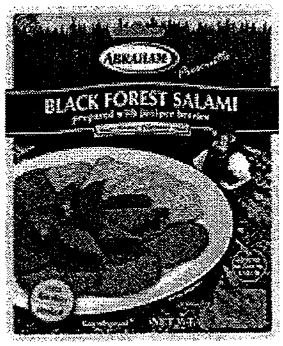

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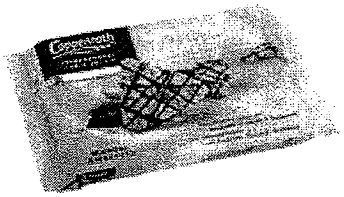
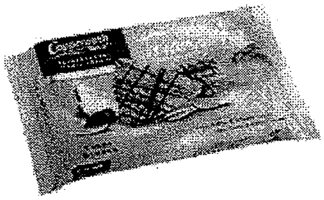
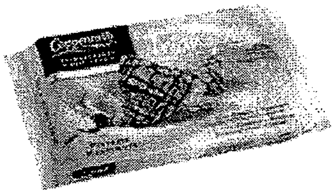


Coppenrath Triangolo Amaretto Fine almond biscuits with Amaretto and marzipan flavoring: highlighted with touches of bittersweet chocolate; unique triangle shape

Coppenrath Triangolo Coconut
Fine coconut and chocolate biscuits highlighted with touches of bittersweet chocolate; unique triangle shape





Coppenrath Triangolo Coconut
Fine coconut and chocolate biscuits highlighted with touches of bittersweet chocolate; unique triangle shape

Niederegger Confectionery
Plain marzipan baked to a golden crisp

Niederegger Orange Bar
Orange flavored marzipan enrobed in thick, dark chocolate

Part Five: The Italian Paradox

"Italian food," if such a thing exists, is a federation: a loose collection of regional cuisines, each distinct and independence-minded. The north-south boundary—dividing tomato sauce from bechamel, or olive oil from butter, depending on the authority—is only a rude starting point. Every Italian region has its own traditional cooking. Beyond that, it seems, every hill town and village can brag of at least one specialty.

The IPN students have picked up some of this local flavor. On a trip to Emilia Romagna, they visited a factory that makes Parmigiano Reggiano cheese, and another that produces prosciutto, the prize ham of Parma. The authenticity of both products, they learned, is tightly enforced by Italian law. Closer to Rome, they toured a cooperative farm that produces sheep-milk cheese, and a winery that supplies the Vatican. "Quality is important to the Italian," one student wrote admiringly.

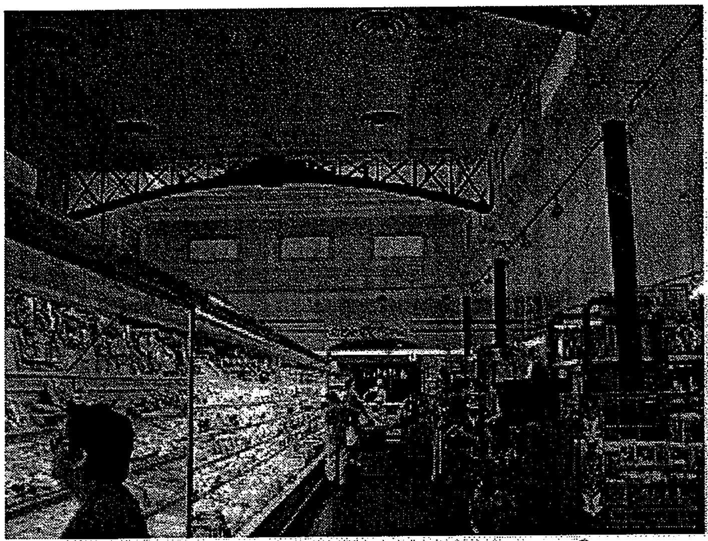
Courtesy Claudia Probart
The real thing: An introduction to Parmigiano Reggiano.

Alas, however, things are changing. The *alimentari* and other small shops may be protected by Roman ordinance, but there's a subterranean supermarket at one downtown Metro stop, complete with processed foods and Muzak. Fast-food shops are on the rise. The Mediterranean diet that Americans are starting to embrace is a diet many younger Italians have long since abandoned.

It began in the 1970s, said Francesco Branca of the Nutrition Institute, when Italy's economic boom opened the country to influences from northern Europe and the U.S. "With changes in life-style, advances in food-preservation technology, and increased imports, diet patterns changed drastically." The intake of cereal-based foods fell off, while dietary protein increased and fats almost doubled.

This "westernization" hasn't been all bad, Branca said: Italians today get more vitamin A and C and more fresh fruit than their parents did, especially in the north. With improved transportation and the building of greenhouses, he said, per capita tomato consumption since 1960 has actually doubled. But the big increase in energy density in the Italian diet, combined with a dramatic drop-off in physical activity, he said, has led to a rise in obesity. (Even so, he noted, obesity rates here remain lower than those in the U.S.)

What Branca calls "the Italian paradox" is this: Despite the jump in both fat and fatness, there's been no rise in heart disease in Italy. "In fact, there has been a decrease since 1960 in cardiovascular mortality." More consumption of antioxidants and better medical screening, he speculated, may be parts of the answer.



Courtesy: Claudia Probart

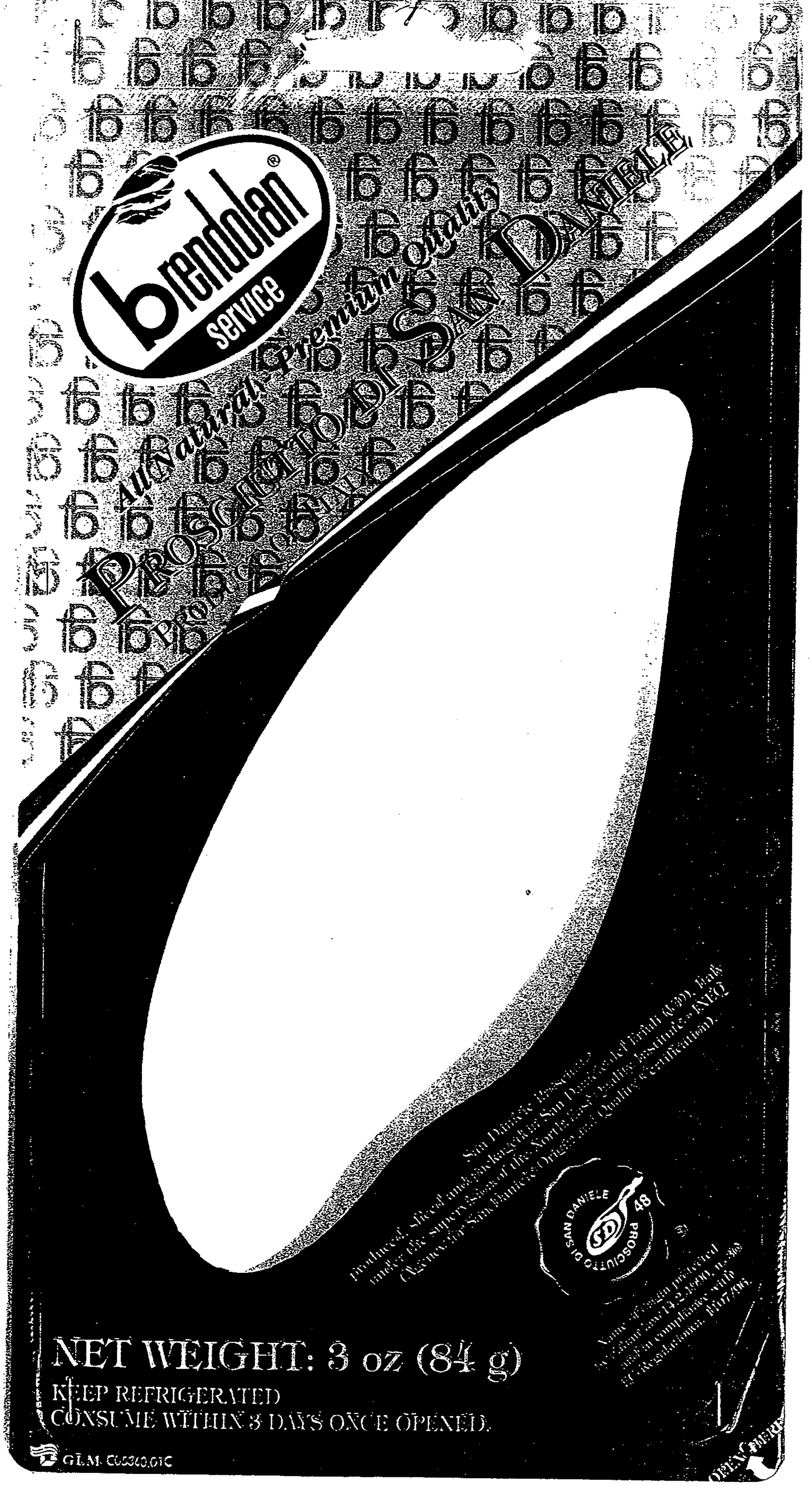
Roman supermarket: An idea whose time has come?

In fact, since the late 1980s, many Italians have turned back to healthier eating, Branca said, as a result of nutritional campaigns and dietary guidelines. "There is a new culture of health," he said. And a renewed interest, too, in protecting the Italian tradition of eating well: The Slow Food movement, conceived by an Italian journalist in 1986 as a bulwark against global hamburger hegemony, now has some 60,000 members worldwide.

Branca, for his part, doesn't want to go back to 1960. "In terms of human health," he said, "it's better to have tomatoes available year round to everyone, than only a few available only sometimes"—even if the quality isn't quite as good.

"In a sense, the future is to find a good combination of tradition and technology."

This page was last updated Tuesday July 31, 2001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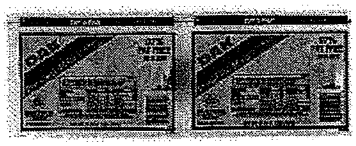

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Bacon and Ham Processing

Objectives:

(1) To show the processing parameters used to manufacture bacon and ham.
(2) To describe the use of new technology to manufacture hams.
(3) To discuss thermal processing and smoking of meat.

Reading material: Principles of Meat Science (3rd ed.), Chapter 7, pages 133 to 171.

Bacon processing

Fresh pork bellies are shipped to processing companies in large containers called "combo bins."

Individual bellies undergo the following before being converted into sliced bacon for the consumer:

- Skinned (using a Townsend skinner)
- Trimmed of ragged edges (using Whizard knives)
- Pumped (usually Townsend injector)
- Placed on bacon combs and put on trees or trucks for thermal processing
- Thermal processing
- Chilling
- Pressing
- Slicing (Anco slicer)
  - Premium slices
  - Secondary slices
  - Ends and pieces
- Packaging

Ham processing

There are three general ham processing systems depending on the ultimate product:

- **Traditional bone-in cured/smoked ham**
- **Boneless, premium ham**
- **Boneless, sectioned or chopped and formed ham**

Traditional bone-in cured/smoked ham

Made in the following sequence:

- Arrive at processing plant in "combo bins" in weight range categories
- Trimmed of some of the collar fat and skin (Townsend skinner)
- Pumped
- Netted

- Placed on tree or truck for thermal processing
- Thermal processed
- Chilled
- Wrapped with paper
- Boxed

Boneless, premium ham

Hams are received as usual, but are completely defatted and deseamed.

Premium muscles -- *semimembranosus-adductor* and *biceps femoris- semitendinosus* -- are used. Usually only the *semimembranosus-adductor* muscles are used to make hams such as Hormel's Cure 81®.

- Muscles are injected
- Cured muscles undergo massaging or tumbling
- Massaging and Tumbling
- Muscles are netted together or placed in casings (usually 2 or 1-^{1}/2)
- Ham molds are placed on the product before thermal processing to give shape
- Thermal processing
- Chilling
- Cutting in half (for some of the hams)
- Packaging

Boneless, sectioned or chopped and formed

These are made virtually the same way that the premium hams are except that the *biceps femoris-semitendinosus* muscles are chopped or sectioned into smaller pieces along with muscles from the shank and the knuckle. Tumbling and massaging are used to cause the pieces to "stick" together.

Curing

Bacon -- 120 ppm in-going sodium nitrite or 148 ppm in-going potassium nitrite; 550 ppm of ascorbates or erythorbates. For dry cured bacon, 200 ppm in-going sodium nitrite or 246 ppm in-going potassium nitrite.

Maximum final weight = 100 percent of green weight

Hams -- 200 ppm in-going nitrite; 550 ppm of ascorbates or erythorbates

Maximum final weight = Depends on PFF regulations

Thermal processing

Bacon -- target temperature = 124 to 126°F

Hams -- must reach at least 144°F (must reach 144°F to kill *trichinella spiralis* instantly)